

The World Beyond the PC

National Semiconductor Leader in IA Market

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Company: National Semiconductor



San Jose January 23-24, 2001



Taipei February 14-15, 2001

Agenda

- Consumer needs
- Requirements
- Solutions
- Market growth

Consumer Needs

- Simplification
- Productivity
- Convenience
- Entertainment

Requirements

Specialization

Price

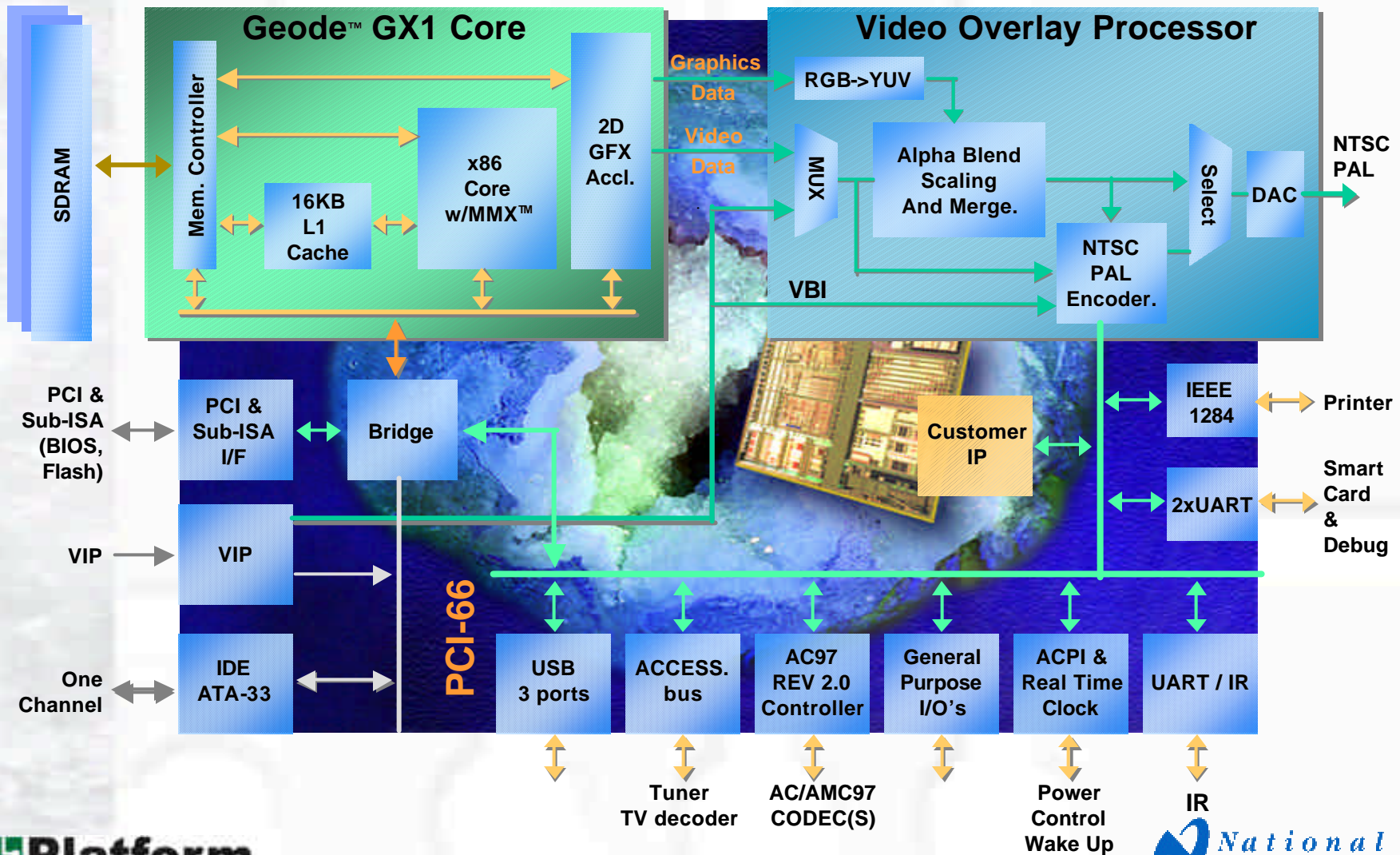


Ease of Use

Aesthetics

All Appliances connect to the Internet

Best Highly Integrated Processors Award



Solutions: Silicon

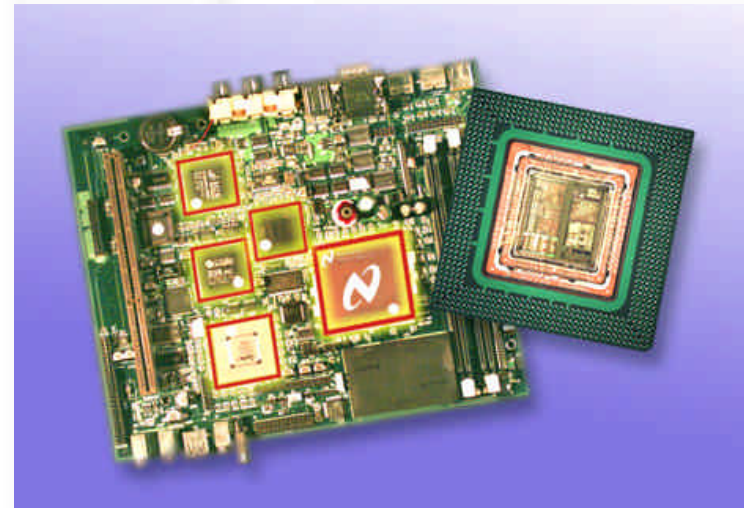
- x86 Processors
 - Internet Performance
 - Software Compatibility
- Analog
 - Human Interface
 - Power Management
- Communication
 - High Speed access
 - Wired & Wireless

Solutions: System

- Hardware



- Software



- System integration



Microsoft
Windows NT
Embedded



Microsoft
Windows CE

Information Appliance Market Partnership Model

- No one company has all technologies
- Collaborative development approach
- Time-to-market
- Innovation

Example: NSC / AOL / Philips/Boca Research / Liberate

Market Position: Last Year

- Click TV
- Prediwave
- Websurfer
- BCOM
- NetPliance
- Merinta

Market Position: Today

- Compaq
- HP
- IBM
- 3COM
- Sony
- Philips

COMPAQ



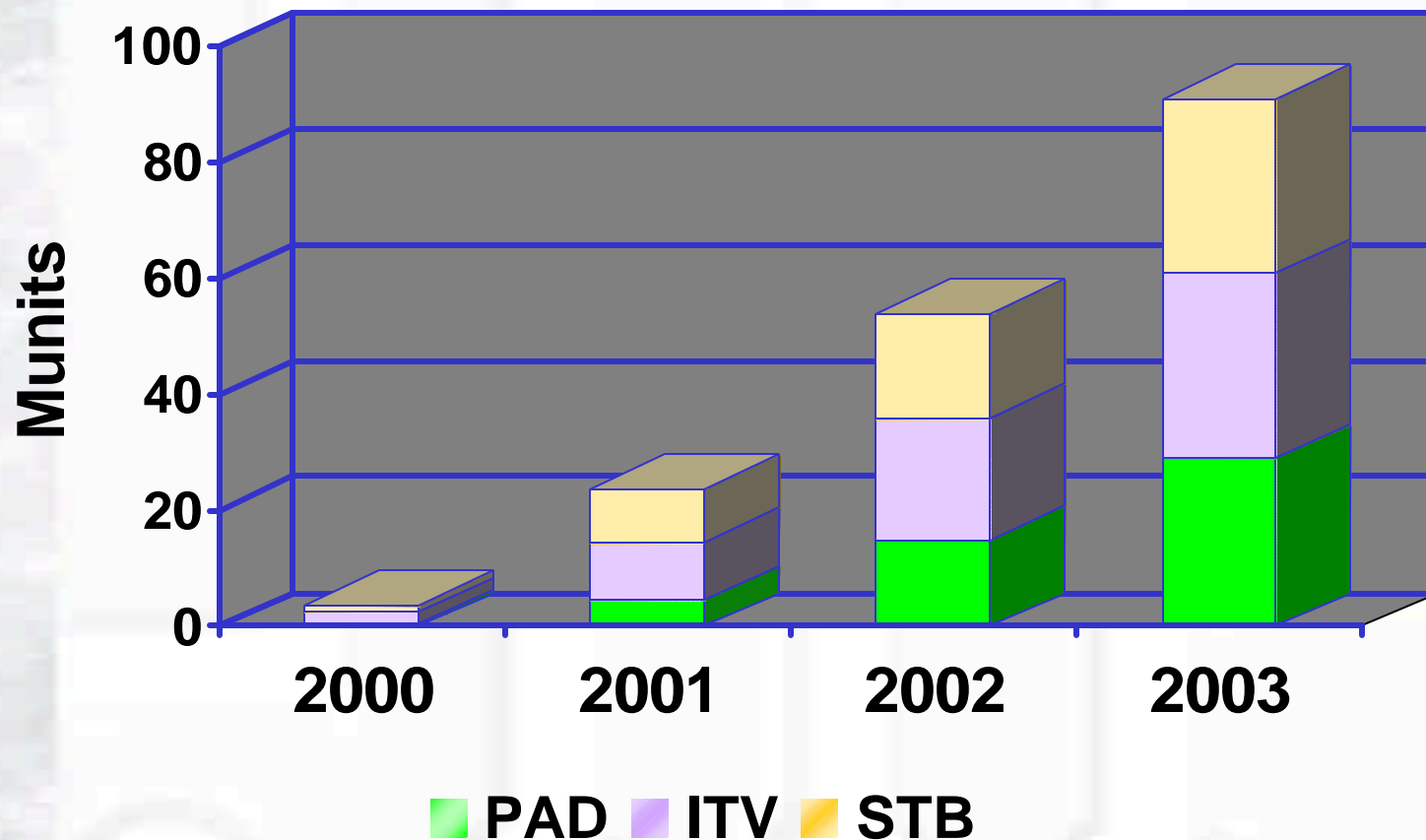
IBM


3COM

SONY

 **PHILIPS**

Information Appliance Market



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National Semiconductor Seminar

“Designing, Developing and Deploying
Internet Appliances”

Room El Camino C